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Security Information

SPS 12353

ALL

DEC 6 1958

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Chief of Mission, Frankfurt

ATTN: [REDACTED]

Chief, [REDACTED]

INFO: [REDACTED]/Frankfurt

[REDACTED]

Ukrainian Newspaper [REDACTED]

1. Headquarters case officer is currently responsible for supplying a complete progress report concerning an on publication receiving financial support. This report will be a continuing process with corrections and revisions of data previously supplied. Therefore, it is requested that monthly reports regarding current status and progress of publication be submitted to headquarters, which would continually build up the information previously submitted.

2. Based on para 1 above, it is requested that the field case officer include the following data when submitting his report:

A. Circulation and Readership

- (1) Circulation
- (2) Quantity (evaluate reliability of figures)
- (3) Free
- (4) Subscribers: percentage renewals
- (5) Newsstand
- (6) Bulk sales
- (7) Comparison with previous years
- (8) Geographic distribution
- (9) Sales and distribution methods

B. Readership

- (1) Type of readership (general, intellectual, youth, labor, veterans, etc.)
- (2) Political, social and economic status of readers
- (3) Evidence of reader reactions, including surveys, investigations, etc.

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DAVID E. MURPHY

- (4) Influence on opinion - holding groups and in general public.

C. Financial Data

(1) Financial accounts including income (as requested in WVA-10000), 1 September 1953). Approval of future monthly accounts will be conditioned on receipt of satisfactory accountings for each month.

D. Operational Data

- (1) Control and Guidance.
 - a. Nature and extent of our control over publication.
- (2) Responsiveness to our editorial guidance.
- (3) Time required for field case officer to obtain publication of desired item or items.
- (4) Does station staff read publication regularly, maintain a complete file.

E. Working contact with publication

- (a) by whom carried out for station, for publication, cut-outs if any.
- (b) Place, method and frequency of contact
- (c) Cover for contact

F. Is field station capable of providing maximum exploitation of the potentialities of the publication? In what respects might capabilities be improved?

3. It is requested that the above information as well as financial accountings beginning 1 April 1953 be forwarded to Headquarters as soon as possible.

WVZ:hob (27 November 1953)

Distribution:

3-Fran
2-Muni
1-RI
2-SR/3